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2nd International Conference on Management and Technology in Knowledge, Service, Tourism and Hospitality, SERVE 2014; Jakarta; Indonesia; 23 August 2014 through 24 August 2014; Code 114189

Exploring the role of religious motivation towards tourist satisfaction: A proposed islamic tourism model from a Malaysian perspective (Conference Paper)

Haque, A.^a, Dzuljastri^a, Momen, A.^{ab}, Hashim, N.^b

^aInternational Islamic University Malaysia, Kuala Lumpur, Malaysia

^bUniversity Teknologi MARA (UiTM), Shah Alam, Malaysia

Abstract

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The purpose of the study is to identify factors influencing tourist satisfaction of Islamic tour destination under the Islamic tourism concept. The study is conceptual in nature. It develops a Tourist Satisfaction Model derived from the comprehensive literature review and prior empirical findings where the relationships among Religious Motivation, Destination Selection, Destination Image, Perceived Value, Service Quality and Tourist Satisfaction are depicted. The theoretical supports of this research provides justifiable evidence that the proposed Tourist Satisfaction Model is acceptable. The research indicates that Malaysia as an Islamic tourism Destination has wide acceptance to the Muslim tourists all around the world. A further study can be addressed to test the model empirically and configure relative importance of the causing factors behind the tourist satisfaction. The proposed model may give the practitioners a way to develop their destination as an Islamic tourism center while academicians can find a comprehensive model to test for the specific destination. © 2015 Taylor & Francis Group, London.

Author keywords

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